

Acknowledging Support from the Cambridge Arts Council

Your grant from the Cambridge Arts Council (CAC) results from funding from two sources: the Massachusetts Cultural Council (MCC) and the City of Cambridge. By accepting these funds, you are accepting the requirement to credit CAC and the MCC. Complying with these requirements will be reviewed in your grant reports and as part of any future grant requests made by your organization.

Credit Logo: CAC and MCC must be credited by using the credit logos for each organization. CAC logos are supplied to all grant recipients on coated stock. The logo must be produced as a unit without alteration. You can also download the logos at:

For MCC: <http://www.massculturalcouncil.org/contracts/logos.html>

For CAC: <http://www.cambridgeartscouncil.org>

Promotional Materials: Credit must be given by using the CAC and MCC logos in printed materials (including season and subscription brochures, newsletters, press releases and announcements) as well as in films or video tapes. Any promotional material (regardless of size or length) prepared by the grant recipient, that credits another funding source, must also credit the CAC and MCC.

Online Materials: Use the credit logo prominently in online materials (including web sites, listservs, electronically distributed releases and intranets) to which your grant contributes. The electronic logos should link to the CAC website www.cambridgeartscouncil.org and the MCC web site, www.massculturalcouncil.org.

Programs / Playbills: Credit must be given on the title page of all programs printed by a grant recipient in a type size not smaller than 7 point.

Exhibition Signage: For any exhibition presented with funding from the CAC and MCC, the wall text must include the CAC and MCC listed with other major public, private and corporate sponsors, in proportional order of the size of contribution. If there is no sponsors list in the wall text, a placard must be placed at the entrance to the exhibit crediting the CAC and MCC. Non-written announcements apply to such situations as radio broadcasts and audio descriptions for people who are hearing impaired.

Educational Materials: Credit must be given to the CAC and MCC in all educational materials distributed in association with any CAC and MCC-funded program/exhibition, such as brochures, pamphlets, flyers, etc.

Verbal Credit: When there is no printed program, verbal credit or a sign in the lobby should credit the CAC and MCC.

Advertising: Credit must be given to the CAC and MCC in all print advertising placed by a grantee that is 10 column inches or larger. Billboard advertising must also include a CAC and MCC credit. Any advertising, regardless of size or length, placed by a grantee that credits another funding source must also credit the CAC and MCC.

Donor Recognition: Any wall plaques or advertisements that acknowledge the grant recipient's annual or ongoing support from corporations and/or foundations must also acknowledge the CAC and MCC.

Collaborators: Organizations that are official collaborators with the primary grant recipient must comply with these requirements. The grant recipient is responsible for informing collaborators of this policy and ensuring they fulfill these obligations.

Co-sponsorship: Those programs that are "co-sponsored" will have additional, specific publicity requirements, dependent on the program at the time of negotiation. Under no circumstances may a grant recipient state or imply that its programs and/or activities are "sponsored," "co-sponsored" or "presented" by the CAC and MCC without expressed, written consent from the CAC and MCC.

The CAC and MCC reserve the right to negotiate additional requirements regarding credit and publicity. All published materials must be submitted to the Cambridge Arts Council at the conclusion of your project. Failure to acknowledge funding and/or failure to submit materials may jeopardize future funding.



Publicizing Your Grant

The Cambridge Arts Council (CAC) and the Massachusetts Cultural Council (MCC) urge you to inform the press about your grant. Recipients should acknowledge CAC and MCC in any press release.

Funding for the MCC is dependent on the support of the Governor and the Legislature. To help legislators understand the impact of public funds for cultural activities, you are strongly encouraged to contact your State House Senator and Representative for a quote to include in your press releases relating to programs supported with public monies.

Sample press release about your CAC grant

Date
Organization Contact Name
Contact Telephone Number

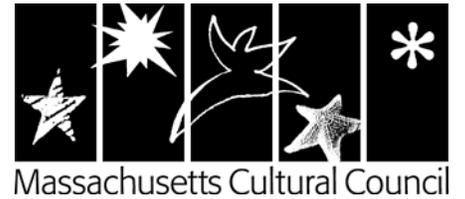
For Immediate Release

The *[name of organization / individual]* has received a grant of \$_____. As part of the grant program of the Massachusetts Cultural Council (MCC), a state agency, this funding was awarded through the Cambridge Arts Council. The grant will support *[summarize your project]*.

Grants are awarded through a competitive process and receiving funds signifies that *[name of organization / individual]* provides a high level of quality in its programs, community service and administrative ability. *[Describe in more detail the public programs and the numbers of people who will be served by this grant / your organization. Give the amount of private dollars this grant leverages.]*

[Quote from legislator: Draft a quote for them to review and approve. For example, they could comment on how public support enables your organization to reach new audiences / foster community development / provide the highest quality programming / develop models for integrating the arts into the curriculum, etc.]

The Cambridge Arts Council grant program is funded by the City of Cambridge and an allocation from the MCC. The MCC has a budget of \$7.3 million for fiscal year 2003. The mission of the MCC is to promote excellence, education, access and diversity in the arts, humanities and interpretive sciences in order to improve the quality of life for all Massachusetts residents and to contribute to the economic vitality of our communities. The not-for-profit cultural industry has a \$2.56 billion economic impact in the state and generates \$24.4 billion in federal, state and local tax revenues annually.



Contacting State Officials

It is very important to take a few minutes to thank those elected officials responsible for appropriating funds to the MCC. Contact the State Representative and Senator for your legislative district. You can find your senators and representatives at the website <http://www.state.ma.us/legis/citytown.htm>.

Contact the leadership at the State House:

Governor Deval Patrick
Senate President
Chair, Senate Ways and Means Committee
Chair, Senate Education, Arts and Humanities Committee
Senator Anthony Galluccio
House Speaker
Chair, House Ways and Means Committee
Chair, House Education, Arts and Humanities Committee
Representative Timothy J. Toomey, Jr.
Representative Alice Wolf

Letter Writing Suggestions

Keep your letter to one page.
For organizations, your board chairperson should sign the letter.
Thank officials for this year's MCC appropriation, which helped make your grant possible.
Use specific information to describe your project and whom the program / project will serve.
Describe the benefits (e.g., promoting education, access for underserved communities, economic impact).
List private dollars your organization has raised to match the state grant and describe how the state grant helps leverage these dollars.

Sample letter to a State Official

Governor / Senator / Representative
State House
Boston, MA 02133

Dear *[Title & Name]*:

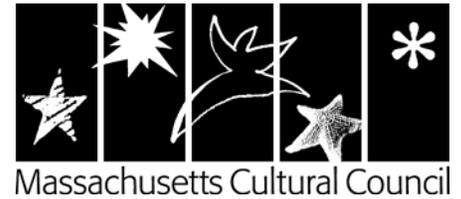
We are pleased to report that we have received a grant of \$ ___ from the Cambridge Arts Council. Thank you for your continued support of the Massachusetts Cultural Council and this year's appropriation which made the state wide grant program possible.

Your support will allow us to *[Describe your grant project – Who will it serve? What are the benefits to your community?]*. The grant must be matched at least 1:1 with private dollars and has helped us leverage \$ ___ from *[List the foundations, corporations, local businesses, private individuals, et. al., who have additionally supported your project]*.

We invite you to attend a *[performance / exhibit / opening / class, etc.]* so you can see firsthand what we do and how state support helps make it happen. *[I will contact you within the next few weeks to schedule a time / Invitations will be sent to your office / We hope that you might give some opening remarks, etc.]*

In the meantime, we will send you our newsletter and press releases regularly to keep you apprised of events we are promoting in the community. Thank you, again.

Sincerely, Executive Director/Member of the Board



Importance of Public Funding

Here are some suggestions for ways you could help to inform people about the importance of public funding to the life of your organization and the community at-large:

- Respond to the MCC's on-line survey regarding the impact of cuts in state funding for cultural organizations across the Commonwealth. The survey can be found at <http://www.massculturalcouncil.org/news/survey.html>.
- Write an article for your newsletter about how critical the Massachusetts Cultural Council (MCC) is and what a difference funding from the grant program makes to your organization.
- Present the MCC's executive director, chairman or board member as a speaker at one of your important events. Contact the MCC Communications department to schedule an appearance:

Massachusetts Cultural Council

10 St. James Avenue, 3rd floor

Boston, MA 02116-3803

Phone: 617-727-3668

Fax: 617-727-0044

Email: www.massculturalcouncil.org

- Get one of your board members or your executive director to write an opinion piece or letter to the editor crediting the MCC and CAC for support.
- Arrange for an article in your local newspaper about the MCC funded programs in your organization.
- Create a lobby display or some other public exhibit for the library, the town hall, the school, etc. For example, showcase students' work or other MCC-supported activity.
- Send a special letter home to parents from the principal or executive director illuminating the work of the MCC and the programs it supports in your school / organization.

Suggestions To Get Legislators Involved:

- Meet with your legislators in the district to talk to them personally about the importance of funding cultural activities.
- Give your legislators posters from your organization or arrange to set up revolving exhibits in their offices.
- Invite legislators to performances, openings, classes and publicly recognize them at the events, giving them an opportunity to speak.
- Add legislators to your mailing lists for events, media announcements and newsletters.
- Follow-up with any offers you make to meet, send invitations, provide further information, etc. Legislators should be treated like valued supporters.
- For more information on meeting with elected officials to advocate for increased cultural funding, contact :
Massachusetts Advocates for the Arts, Sciences and Humanities (MAASH)
14 Beacon Street, Suite 103, Boston, MA 02108
Executive Director Dan Hunter, 617-7250155 or dhunter@maash.org